

26 pages tested on 16th May 2017

- 5.7 Overall**  
The overall score for this website.
- 7.8 Accessibility**  
How accessible the website is to mobile and disabled users.
- 4.9 Content**  
The quality and volume of content in this website.
- 5.2 Marketing**  
How well this website is marketed online.
- 6.1 Technology**  
How well designed and built the website is.

### Key points

- ✗ Not shared socially**  
Facebook can contribute to traffic and brand awareness.
- ✗ Appears very rarely visited**  
Or this website could be very new. No popularity data was available.
- ✗ Files are missing**  
Suggests a technical problem, and may slow down the website.
- ✗ Very low Twitter influence**  
Twitter can be an excellent channel for communication and brand building.
- ✗ Not W3C compliant**  
Compliant pages are generally more accessible and compatible with more browsers.
- ⓘ Modest amount of content**  
Search engines judge you heavily on your content.
- ⚠ Writing is quite hard to understand**  
Easy-to-understand text benefits users and search engines.
- ✓ Using WordPress**  
This makes the website easier to keep up to date.
- ✓ Optimised for sharing**  
Makes use of Open Graph for sharing on social networks.
- ✓ Reasonably well linked to**  
Sites with more incoming links rank higher in search engines.
- ✓ Quick to load**  
Slow pages put off users and lower search engine rankings.
- ✓ Search facility**  
Search is important to help users find content in larger websites.
- ✓ Analytics is used**  
Analytics allow for detailed analysis of visitor behaviour.

*Code! not up to standard*

*Social Media: create posts that bring traffic to website*

## Summary

### 7.8 Accessibility summary

How accessible the website is to people with disabilities, users on mobile phones and other devices.

#### Key points

- ✘ Not W3C compliant**  
Compliant pages are generally more accessible and compatible with more browsers.
- ⚠ Writing is quite hard to understand**  
Easy-to-understand text benefits users and search engines.

- ✓ Alternative text used throughout**  
Well defined alternative text is crucial for accessibility.
- ✓ Uses CSS for layout**  
CSS is the preferred technology for building webpages (compared with tables).
- ✓ Headings are defined**  
Well defined headings are crucial for accessibility.
- ✓ URLs are clear**  
Simple URLs help users share webpages.

### 4.9 Content summary *Highest in group was 7.4*

The quality and volume of content in this website.

#### Key points

- i Modest amount of content**  
Search engines judge you heavily on your content.
- ⚠ Writing is quite hard to understand**  
Easy-to-understand text benefits users and search engines.
- ⚠ Not shared socially**  
Lack of sharing suggests content lacks appeal.

- ✓ Includes contact details**  
You should check these details are correct and appropriate.

*↖ should be 14 yr reading level*

### 5.2 Marketing summary *aka Natural Search*

How well this website is marketed online.

This includes Search Engine Optimisation (SEO) and social marketing.

## Key points

- ✗ Not shared socially**  
Facebook can contribute to traffic and brand awareness.
- ✗ Appears very rarely visited**  
Or this website could be very new. No popularity data was available.
- ✗ Very low Twitter influence**  
Twitter can be an excellent channel for communication and brand building.
- ✗ Titles and descriptions are poorly optimised**  
Pages should have titles and descriptions optimised for search engine results.
- i Modest amount of content**  
Search engines judge you heavily on your content.
- ! Writing is quite hard to understand**  
Easy-to-understand text benefits users and search engines.
- ✓ Optimised for sharing**  
Makes use of Open Graph for sharing on social networks.
- ✓ Quick to load**  
Slow pages put off users and lower search engine rankings.
- ✓ Reasonably well linked to**  
Sites with more incoming links rank higher in search engines.
- ✓ URLs are clear**  
Simple URLs help users share webpages.
- ✓ Analytics is used**  
Analytics allow for detailed analysis of visitor behaviour.

6.1

## Technology summary

*Should be B or higher*

How well designed and built the website is.

## Key points

- ✗ Files are missing**  
Suggests a technical problem, and may slow down the website.
- ✗ Titles and descriptions are poorly optimised**  
Pages should have titles and descriptions optimised for search engine results.
- ✗ Not W3C compliant**  
Compliant pages are generally more accessible and compatible with more browsers.
- ! Not optimised for printing**  
Based on the absence of any print-specific styles.
- ✓ Using WordPress**  
This makes the website easier to keep up to date.
- ✓ Uses CSS for layout**  
CSS is the preferred technology for building webpages (compared with tables).
- ✓ Optimised for sharing**  
Makes use of Open Graph for sharing on social networks.
- ✓ Written in HTML5**  
The latest standard for web development.
- ✓ Quick to load**  
Slow pages put off users and lower search engine rankings.

## Individual tests



0.0

### Missing files

17 missing files were found spread over 16 pages.

This suggests a technical problem. It may not be noticeable to users, but you should check to be sure. Missing files can also slow down your site unnecessarily.

#### Missing files

17

#### Pages with missing files

16

#### List of missing files

File	Used by page
css?family=Montserrat:400,700&subset=latin	lakewayveterinary.com/boarding/
css?family=Montserrat:400,700&subset=latin	lakewayveterinary.com/grooming/
css?family=Montserrat:400,700&subset=latin	lakewayveterinary.com/request-a-refill/
css?family=Montserrat:400,700&subset=latin	lakewayveterinary.com/special-offers/
css?family=Montserrat:400,700&subset=latin	lakewayveterinary.com/our-veterinarians/
css?family=Montserrat:400,700&subset=latin	lakewayveterinary.com/nutrition-weight-management/
https://lakewayveterinary.com/about/	lakewayveterinary.com/about/
css?family=Montserrat:400,700&subset=latin	lakewayveterinary.com/about/

17 found (only showing top 8)

0.0

### Popularity

This website is not sufficiently popular to identify a world ranking.

If the website is less than 3 months old, there may not be enough information to obtain a ranking yet. Otherwise, this strongly suggests this website is outside of the top 15 million most popular websites.

Popularity rank

3 month change

No change

Relative popularity

Popularity rank of this website.

#	Site	Rank	3 month change
1	lakewayveterinary.com	Too low to detect	

Source: Alexa. at 16th May 2017. All figures are best estimates for the whole domain shown.

## 0.0 Printability

*Responsive design should be printable. (Do not use flash)*

None of this website appears to be optimised for printing.

Wherever possible, a website should define specific stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit.



Add print-specific stylesheets for all pages, wherever possible. In most cases, one shared print stylesheet can cover the whole website.

Optimised for printing

0%

Best practice

All content pages in the site should have print-specific styles defined using CSS. Use this stylesheet to hide navigation and other irrelevant areas of the page (such as Flash, which doesn't print).

Not printable

Page	Importance
lakewayveterinary.com/	★★★★★
lakewayveterinary.com/about/	★★★★★
lakewayveterinary.com/our-veterinarians/	★★★★★
lakewayveterinary.com/our-care-team/	★★★★★
lakewayveterinary.com/employment-opportunities/	★★★★★
lakewayveterinary.com/photo-gallery/	★★★★★
lakewayveterinary.com/reviews/	★★★★★
lakewayveterinary.com/special-offers/	★★★★★

Page	Importance
lakewayveterinary.com/refer-a-friend/	★★★★★
lakewayveterinary.com/new-client-special-offer/	★★★★★

26 found (only showing top 10)

0.0

## Social interest

None of this website appears to have been shared socially.

*Is our website being shared through social media?*

Shares

0

0.0

## W3C compliance

*Written proper code*

*- update this w/maintenance fee d/t browser change code*

No pages are W3C compliant.

W3C compliance is an international standard for measuring code quality, accessibility and browser compatibility.

*↳ might not be compatible w/every website browser*

W3C compliant

0%



HTML 5

Every page of this website is written using HTML 5.

HTML 5 is the latest standard for web technology. Although the standard hasn't been fully defined yet, it is safe to use, and represents the most cutting edge approach to web development.

0.9

## Twitter

*Helps w/website visibility.*

This website has a Twitter account with 10 followers.

Followers

10 People follow this account

Tweets

551 Tweets made by this account

## Twitter accounts

Twitter accounts used by this website.

#	Name	Followers	Following	Tweets	Influence
1st	 Lakeway Veterinary For lakewayveterinary.com	10	3	Weekly	0.9

## 2.1 Search engine results

Very few of the pages in this website will appear clearly in search engine results. Some refinements would encourage more people to visit this site.

A website can control most of the text that appears in search engine results, seen below. Well chosen titles and descriptions for each page will encourage people to click on your entry in search engine results, increasing the traffic to your site.

*Yea but will flag the title being too long*

### Search Engine Results

How pages in this website will typically appear in Google results.

Search Engine Result	Issues
Lakeway Animal Medical & Surgical Clinic <a href="http://lakewayveterinary.com/">lakewayveterinary.com/</a>	No description.
About - Lakeway Animal Medical & Surgical Clinic <a href="http://lakewayveterinary.com/about/">lakewayveterinary.com/about/</a>	No description.
Our Veterinarians - Lakeway Animal Medical & Surgical Clinic <a href="http://lakewayveterinary.com/our-veterinarians/">lakewayveterinary.com/our-veterinarians/</a>	No description. Title is too long.
Our Care Team - Lakeway Animal Medical & Surgical Clinic <a href="http://lakewayveterinary.com/our-care-team/">lakewayveterinary.com/our-care-team/</a>	No description. Title is too long.
Employment Opportunities - Lakeway Animal Medical & Surgical Clinic <a href="http://lakewayveterinary.com/employment-opportunities/">lakewayveterinary.com/employment-opportunities/</a>	No description. Title is too long.
Photo Gallery - Lakeway Animal Medical & Surgical Clinic <a href="http://lakewayveterinary.com/photo-gallery/">lakewayveterinary.com/photo-gallery/</a>	No description. Title is too long.
Reviews - Lakeway Animal Medical & Surgical Clinic <a href="http://lakewayveterinary.com/reviews/">lakewayveterinary.com/reviews/</a>	No description.

*Need to change the title of the page on website to shorten title to help w/ search engine*

Search Engine Result	Issues
<b>Special Offers - Lakeway Animal Medical &amp; Surgical Clinic</b> lakewayveterinary.com/special-offers/	No description. Title is too long.
<b>Refer A Friend - Lakeway Animal Medical &amp; Surgical Clinic</b> lakewayveterinary.com/refer-a-friend/	No description. Title is too long.
<b>New Client Special Offer - Lakeway Animal Medical &amp; Surgical Clinic</b> lakewayveterinary.com/new-client-special-offer/	No description. Title is too long.

26 found (only showing top 10)

## 3.2 Spelling

73 potential spelling errors were found on this website. All pages appear to contain at least one spelling error.

Pages checked

26

Pages skipped

0

### Possible misspelt words

Bridgeway, bloodwork, Counseling, DeShetler, PetFinder, subluxations, a.k.a, buildup, Cassie's, checkups, Christine's, cleanings, Darlyn, furbabies, heartwarming, honored, Hwy, kittenhood, Lara's, littermates + 23 more.

This report lists words it does not recognize in its database and may not be a spelling error. Some words may be misspelled or misspelled. Some words may be misspelled or misspelled. Some words may be misspelled or misspelled.

## 3.2 Incoming links

About 6 other websites were found linking to this website.

Generally the more links to a website, the higher it will rank in search engines. Good websites will tend to accumulate links naturally over time.

The website is reasonably well linked to, although there is room for improvement.

*more links connecting from other websites, the better (locally)*

This website needs an effective link building strategy.



### Incoming links

34 links to this website

### Incoming linking sites

6 sites link to this website

Source: SEOmoz. at 16th May 2017. Authority refers to the authority of the domain. This test only counts juice-passing links, which means some links may be excluded on purpose. The number of incoming links will always vary from source to source.

## 5.9 Readability

*Lower the age target, the better the readability score*

Reading age

This website has an average reading age of 16. Readers need to have been educated to around age 16 to understand this site.

In developed countries the average reading age of adults is about 14.

Example sentence

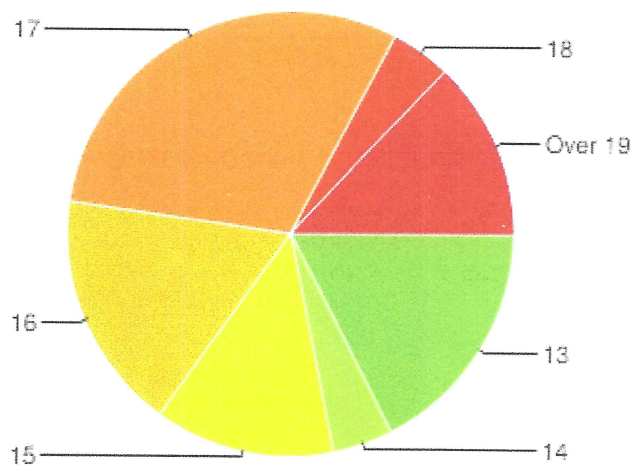
16

*Word press* ← free tool  
*"yoast" plug-in*  
↳ shows readability of content

*Too long sentence structure*

"Petfinder's mission is to use Internet technology and the resources it can generate to: increase public awareness of the availability of high-quality adoptable pets, increase the overall effectiveness of pet adoption programs across North America to the extent that the euthanasia of adoptable pets is eliminated, and elevate the status of pets to that of family member."

Pages by reading age



## 7.7

### Open Graph

This website makes good use of Open Graph tags.

Open Graph tags tell Facebook and other social networks how to share content on this site. Using them correctly makes it more likely content from this website will be shared or clicked on.

Adding Open Graph tags is relatively straightforward for most sites. At a minimum, you should have a title, description, image, type and site name for every page.

Has title

100% (og:title)

Has description

0% (og:description)

Has image

92.3% (og:image)

Has site name

100% (og:site\_name)

## 8.6

### Domain age

This website has an established domain name (lakewayveterinary.com), which will help with ranking in search engines.

Search engines like Google consider the age of a domain name a key factor in how trustworthy a website is.

Registered date

27/11/13

Updated date

13/03/17

Domain age

3.5 years

Expiry date

27/11/20

## 8.7

### Speed

This website is quick to load.

On average pages take 1.7 seconds to download (on a simulated 4Mb broadband connection).

On average individual pages are extremely quick to respond (0.0 seconds per page).

Page speeds are calculated for a simulated web browser and connection speed (4Mb broadband). Javascript files are loaded but not executed. Response time refers to the time between the page request being full sent, and the first byte of a response being received, and only applies to HTML documents. Response times can vary depending on how the website was performing at the time it was tested.

## 9.1 Headings

All pages were found to use correctly defined headings.

This is a crucial step towards optimising this website for search engines, and ensuring accessibility for users with disabilities.

You can review all headings in use below - if this site is particularly concerned with search engine optimisation, these headings should be chosen carefully.

Many headings (16.8%) were found to be empty, or incorrectly defined. Empty or invalid headings are of no value to search engines and make a website less accessible.

Pages with headings

100%

Bad headings

16.8%

*Yeast will fly*

## 10 Analytics

Every page in this website is using Google Analytics.

This is excellent and should allow for a complete analysis of visitor behaviour.

Pages using analytics

100%

Pages with no analytics

0%

## 10 Mobile

This website appears to be optimised for mobile and tablet devices, via 'responsive' design.

You can see a preview of this website on a mobile and tablet device below.

2 screenshots have been chosen automatically for important looking pages. You can choose up to 6 different pages manually if you wish.

## Additional information



### Contact details

3 different email addresses were found in this website. 6 different phone numbers were found in this website. One unique postal address was found in this website.

Because these contact details were detected automatically by software, it is possible some other details have not been identified. This test can only find contact details written in the text of pages, not those inside images.



Check all contact details (3 emails, 6 phone numbers, 1 postal address) are correct.



Consider whether email addresses should be listed on your website, as they will be much more susceptible to spam.

#### Contact details

Type	Details	Pages
Address	9521 FM 1097 W Road Suite B Willis Texas, 77318	4
Email	bridgewayanimal@gmail.com	1
Email	westernhillsanimal@gmail.com	1
Email	lakewayanimal@gmail.com	26
Phone	936-856-0200	1
Phone	936-582-4230	1
Phone	936-597-6039	1
Phone	936-597-6041	1
Phone	936-856-0220	1
Phone	936-582-4223	1



### Content keywords

No keywords have been specified to test.

This test will analyse how well optimised the content in this site is for specific keywords, if they are provided.

**info** **Content management**

This site appears to be using the WordPress Content Management System.  
 A Content Management System allows non-technical users to control the content of a website.

**Content Management System**  
 WordPress

**Pages using a CMS**  
 100%

**info** **Facebook**  
*↳ retaining existing clients*

This website appears to be on Facebook, but the Facebook page that it links to is either not visible to the public or has been deleted. I am unable to determine which.  
 I can see a link to a Facebook page, but I can't see the page that it points to. If you wish to run this test on this page, you will need to make this page public.

**Facebook pages**

Any Facebook pages used by this website.

#	Name	Likes	Talking about	Comments
1st	* No Facebook found *? For lakewayveterinary.com	-	-	No Facebook page found.

**info** **Search ranking**

No search terms or search engines were specified.  
 If you specify these this test can analyse the position of this website for these keywords.

 Specify keywords that this website is aiming to rank for

Alternative Text (should be 100%) → legal

Freshness